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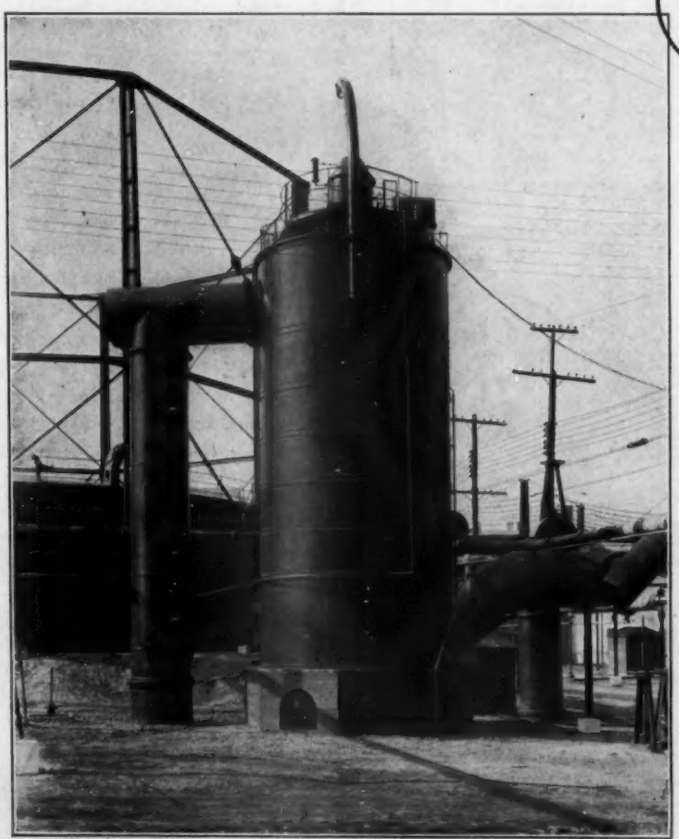

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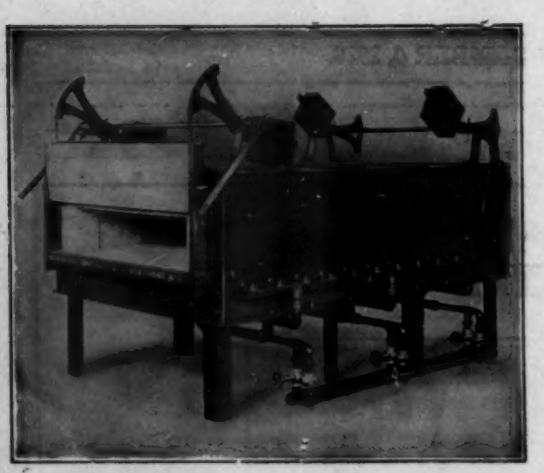

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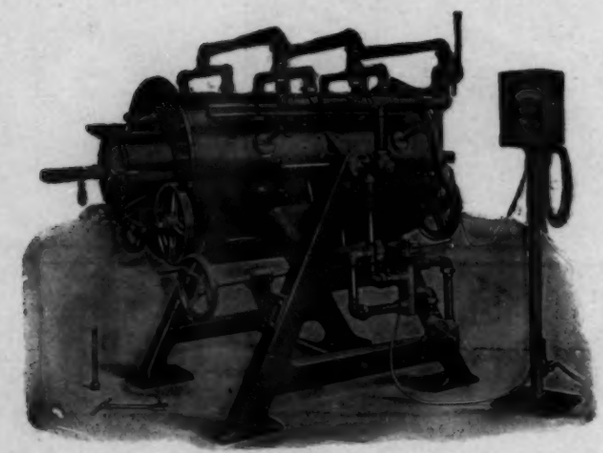

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SIXTY-SEVENTH YEAR

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AMERICAN
GAS JOURNAL

Established 1859—Pioneer of the Gas Industry

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Home Service an Asset

How a gas company proved this to its satisfaction

Bertha L. Barnes

Director, Home Service Department, Citizens Gas & Fuel Co., Terre Haute, Ind.

"HOME Service"! Are there two words in our English vocabulary with any more meaning? We can build a house but we must make the home. Is there a time when the family is brought into closer relation than around the table, where three times a day they must have those well-balanced meals?

"Service" a word often misused, but when applied to a home and executed has its fullest meaning.

On January 14th the first Home Service Department in the State of Indiana, belonging to a gas company, was officially opened by the Citizens Gas and Fuel Company, Terre Haute, Indiana. Located on the second floor of our new four story building, you will find an assembly room with a seating capacity of one hundred and fifty, close attention being paid to light and ventilation, also unusually comfortable tablet arm chairs being used.

Adjoining the assembly is an experimental kitchen with all modern equipment. All lecture and demonstration work is carried from a fourteen inch high platform carrying out the proper arrangement of our appliances, that is, the gas range in its proper location as to light and ventilation, work table in relation to sink and ice box, conserving the necessary steps.

One of our State Universities in making a survey of woman's work made a pedometer test showing in one year a woman is said to walk across the continent from Boston to Seattle, so if we take too many unnecessary steps, we are doubling our trip. A great portion of this walking is spent in preparing the family meal. So on a well-arranged platform one is able to show as well as explain the proper work-shop of the home.

First Class of 97 Ladies

On January 19th we had our first class of ninety-seven ladies in attendance. There was that skeptical feeling existing at first; what were we selling or where was the "catch." It was up to us to win their confidence and show that we had a real service to render. We explained and broadcasted to our 15,000 gas consumers, knowing ourselves that the Gas Company does cash-in on work done by the Home Service Department. There being a new social interest in Home Economics, women are eager to know the newer and easier method of cookery.

"Food" is only a word of four letters, but in reality a substance that builds and satisfies. In order to have a universe we must have life and life must have proper nourishment. It is the duty of the mother and wife to provide those three meals a day, seven days in the week, three hundred and sixty-five days in the year, consisting of over 1,000 meals a year. When that home-maker refers to recipes and helps, she obtained through her local Home Service Department, our question is answered; we do receive compensation for the operation of our department.

Home Service and Sales

The Home Service Department and Sales Department are closely related; yet there is the necessity of independence.

We have an age of efficiency. So our manufacturers are turning out new appliances faster than women can accept them. Women must be shown and told the newer and easier methods of accomplishing her duties in order to expand in other interests outside her kitchen and the newer time-savers will help her, so it is up to these two departments to work together.

It is up to the homemaker to leave happy mem-

ories to her family of their homelife and that health of the spirit of a real home and this cannot be successfully accomplished by eating in restaurants or buying delicatessen food.

Group of Ladies Receiving Certificates of the Registration Class, Citizens Gas and Fuel Company, Terre Haute, Ind.

On Tuesday and Friday of each week from 2:30 until 4:00 P. M. we have had our classes. On March 9th we opened a registration class with one hundred and ninteen (119) ladies registered. For each lady attending nine out of twelve lessons, we issued a cooking certificate. Out of this class sixty-six ladies received certificates. Our average attendance being sixty-seven for the twelve meetings.

Girls Cooking Class

On April 10th we opened the girls cooking class with ages ranging from nine to sixteen. We have registered in this class one hundred and eighty, with an average attendance of seventy-five. In order to keep interest alive and make them feel more of a part of it, we asked for suggestions, an appropriate name, also a good slogan. Some splendid suggestions were the results. The "Mothers Helpers Club" was chosen for the name of the class. The two following slogans were chosen, giving prizes to the girls:

"Success—Good health as well as good looks,
Can never be ours without really good cooks."
"Clean, wholesome, well cooked food,
Make children happy, healthy and good."

At the close of the ladies registration class they were asked to express what had been most helpful in their course of twelve lessons including the following:

Breakfast consisting of waffles, scientific coffee brewing with a lecture on the necessity of the child having properly cooked cereals and well planned breakfasts for the growing children which there is much food for thought. Supper and luncheon,

Bertha L. Barnes, Director, Home Service Department, Citizens Gas and Fuel Company, Terre Haute, Ind.

Lecture and Demonstration Platform in Home Service Department, Citizens Gas and Fuel Company, Terre Haute, Ind.

dinners, leftovers, pastry, cake baking, icings, salad and desserts concluded our course.

Cake Baking and Icing Lessons Most Popular

The majority of the replies of what was the most benefit was "Cake Baking and Icing." The proper mixing of cake ingredients and the proper temperature of cake baking.

The ultimate aim of Home Service work is to increase gas consumption. In taking twenty-five names at random of ladies who are regular in attendance, our increase is fourteen per cent over previous year. So with closest possible friendly contact with our customers, with proper instructions in gas usage, our question is again answered in the affirmative. Home Service Departments are an asset to a Gas Company.

Planning and Selling Industrial Gas*

Details of salesmanship fundamentals in obtaining industrial business

D. W. Chapman

Assistant Manager, Industrial Gas Sales, The Peoples Gas Light and Coke Company, Chicago, Ill.

WHAT is your aim? Is it your desire to sell gas service or to merchandise industrial gas furnace equipment? To me this is much like the age-old problem as to which came first, the hen or the egg. Theoretically, both plans of procedure lead to the same place. Practically, they are as far apart as the poles. If you sell industrial gas furnaces, it is obvious that the user must purchase gas to burn in them. If you sell gas service, it is equally obvious that the user of gas must have proper equipment to burn it. There are advocates of both methods of working, and undoubtedly there are local conditions in various communities which would justify the choice of either plan of procedure, or possibly a combination of the two.

Type of Men for Work

Having reached a decision as to the method of sales promotion that is to be followed, we are next concerned with the type of man that is to be entrusted with the work. I approach this subject with some hesitancy, as you men, having decided to follow this calling, undoubtedly believe that you are adequately fitted for it, and certain statements that I may make may cause you to change your mind. Nevertheless, I am a great believer in keeping the round peg out of the square hole, and in the event that you are not fitted for the work that you are about to undertake, it is highly important that you find that fact out at the outset.

D. W. Chapman

Selling gas service is a complex business. The ideal man is a many-sided creature. Utilities are naturally big, unwieldy organizations. They are frequently disliked. It has been my experience that generally, when a customer or prospective customer has an unfavorable attitude toward a utility this attitude is the result of lack of knowledge of the utility's business or has come about because of an unfortunate experience in dealing with some employee of that company.

I can give you three illustrations which will bear out this statement. A customer one time made the statement to me that our company pumped air into the mains, and in questioning him to find out what had caused him to reach this conclusion he bristled up and emphatically stated that he knew that we pumped air into the mains because he saw our tank wagons on the corner actually performing the operation. I explained to him very carefully that it would be an extremely dangerous thing to permit air to mix with city gas in a main system, and told him that if we desired to pump air into the mains, that there would be no necessity for carrying the air to the connection in a tank wagon, as there was plenty of air available in that location. Then having convinced him of the absurdity of the thought, I told him about condensation in mains and described the functions performed by drips, pumps and drip wagons.

Personal Touch Valuable

The personal touch is most valuable and the industrial engineer should handle all matters which require contact with the industrial customer.

The ideal industrial engineer has a pleasing personality, the ability to express his thought clearly, either orally or in writing. He has a complete knowledge of the engineering problems involved.

He is not necessarily a college graduate but possesses knowledge equivalent to that obtained through graduation from a technical school.

I wish to pause at this point to explain that there may be rare exceptions on this point of college training or equivalent, particularly in the case of large organizations. In big companies it is often possible to supplement the work of one man with the effort

* Delivered at the University of Illinois Industrial Gas Course.

of another. By this I mean that one individual may be used to conduct a sales campaign on a particular job and he may be assisted by a second man, who, although less capable from a standpoint of ability to convince the customer, may have more technical information than the first one. In such organizations it is possible to make good use of a few men of outstanding sales ability who are not particularly well informed on engineering subjects. We have a very excellent example of this type of man in one of our own representatives, who, although he lacks an adequate engineering training, has been known to call upon a dissatisfied customer, collect a high gas

Gas in Making Chop Suey Wholesale

bill, sell the customer some stock and have the man that he called upon invite him out to lunch. If you are fortunate enough to find a natural salesman of this kind, you are justified in using him to promote industrial gas sales, providing that your organization is large enough to permit you to back him up with proper engineering advice.

Sales Engineers Must Have Confidence

A sales engineer must have confidence to place his facts before his customer, either when the man that he is dealing with is a foreman in the shop or an executive in the office. This is a point which merits careful consideration. It has been my good fortune to watch the work of a large number of sales engineers and I have frequently found that a man may be highly successful when dealing with men in the shop and very ineffective when called upon to face an executive behind a mahogany desk in a well furnished office. In a similar manner, the reverse may be true. It therefore becomes necessary for the manager of an industrial gas sales department to find a sales engineer who can function effectively under either condition, or arrange an assignment of work so that a man of proper qualifications handles each interview.

The ideal sales engineer must have initiative enough to lay out and energetically follow a definite plan of action. With this initiative, he must have sufficient reserve to prevent him from incurring obligations to his customer that have not been approved by the management.

Sales Methods

As time goes on, sales methods are rapidly changing. The system of obtaining business purely on the basis of friendship and through lavish entertainment of prospective customers is fast disappearing. The successful sales engineer nowadays attains his goal by showing his customer, in as simple and definite a manner as possible, why it is to that customer's advantage to purchase the thing that the sales engineer has to sell. I would recommend, of course, that in your work you foster a friendly and cordial relationship with customers, but I would counsel that you stop short of a place where you become so familiar with your customer that you fail to preserve the dignity which is necessary to hold his respect and confidence.

First, make a survey of your territory to show the possibilities for the sale of industrial gas. Second, classify by industries or by operations. Third, learn all about the operations that are now being carried on with other fuels. Fourth, choose one of these heating processes which is being carried on successfully with gas in another city. Fifth, obtain the data in reference to this successful installation and then, in the most simple manner possible, present these facts to this prospect. Sixth, if you are convinced that you are right and your customer is doubtful, put in a trial installation and prove to him that you are correct.

Industrial Business for Every Company

Every gas company in the United States can get some industrial business. In some of the smaller cities the most practical means may be to merchan-

Gas in Cooking Varnish

dise gas furnaces and let the consumption follow. I do not believe that this method of working is ideal for a large company, but think that local conditions in some instances may justify its adoption.

Industrial business may be divided into three general classes. First, business that may be obtained under any reasonable rate schedule. Second, those groups of operations where, because of the fact that the selling price of the product is high and production comparatively small, it is possible to sell gas service by intensive work, providing that rate schedules are reasonable. By that I mean, ranging from 70 cents to 90 cents per M. cubic feet.

There are two examples which I shall cite which illustrate more clearly what I mean by this second classification. For instance, in varnish making it will not be possible to obtain all of this type of business in any given community with a gas rate of 70 cents to 90 cents per M., but in all probability there will be a few varnish manufacturers in the city who, because of the fact that they are manufacturing a particularly high grade product which commands a correspondingly high price in the market, can afford to pay for the advantages of cleanliness, temperature control and reduction of fire hazard, which will accrue to them through the use of city gas. At the same time, there will be other manufacturers who are producing very large quantities of a lower priced varnish, and because of the particular conditions governing their business, will find it more economical to use a lower priced fuel.

Example in Brass Industry

An exactly similar condition may be found to exist in brass foundries where those customers who are doing machining operations in connection with their casting, are producing a finished article with a selling price which is many times as great as the melting cost. Such customers can generally be shown that they can profit by the use of city gas at the rates specified. Those founders, however, who are simply producing castings so that the fuel cost is a major item may find it uneconomical to use gas at the prevailing rates.

There is a third class of business in which heating operations are carried on which cannot be economically accomplished with city gas until such time as it is possible to make big rate reductions or develop industrial gas furnace equipment which is much more efficient than that which we now have.

Because of this situation, it is obviously the duty of industrial gas sales engineers to secure all of the business in the first class, and as much of that in the second class as may reasonably be expected to be obtained so that the managements of the gas companies will be encouraged to proceed with the adoption of differential rate schedules for industrial business and to finance the research and development which is so essential to the successful conduct of our business.

Gas No Monopoly in Industrial Field

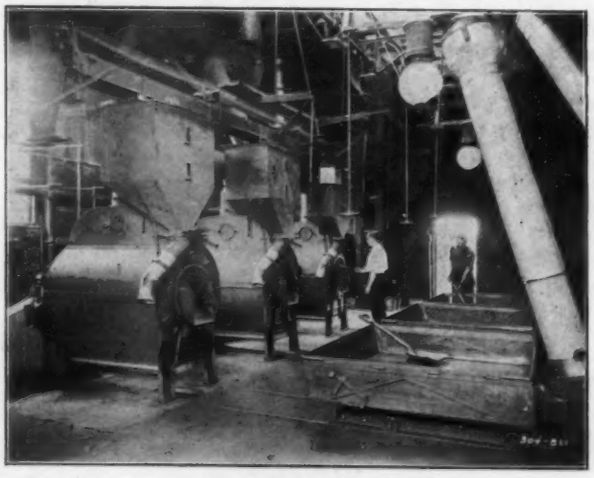
The gas business as a whole is of a monopolistic nature, but in the sale of gas for industrial purposes, we certainly have no monopoly. Contrary to that, we must meet serious competition, and we must meet that competition fairly if we are to attain the growth that should rightfully be ours.

I recommend that you keep one eye on your competitor, but that you do not let that eye squint too closely at the present. Let it rove occasionally to the horizon where the happenings of the future are now forming into line for the great parade.

Present competitors are oil, coal and wood. While we must present a strong case in order to meet them now, they will in time be eliminated. Oil, because as natural resources are depleted, the price must necessarily mount higher and higher, and as it is possible to store a greater number of heat units per unit of volume in a liquid than any other form of fuel, oil and the products derived from it must necessarily bring a greater price for use in transportation than the manufacturer can afford to pay. Coal and wood, because of the inconvenience of handling them and the inability to satisfactorily control temperatures.

High Quality Merchandise Aimed At

The trend of industry is very definitely fixed. Manufacturers are continually striving to produce greater and greater quantities of high quality merchandise. Following the example set by the automotive industry, they are adopting the method of progressive manufacture, which has as its nucleus a row of continuous machines familiarly known to



Gas in Coffee Roasting

the factory manager as the line of production or simply the line. As naturally as night follows day, industrial heating processes must be fitted into this line of production. Such a procedure sets up definite fuel requirements and necessitates the selection of a fuel which possesses definite characteristics.

If you will study this problem, I am sure that you will find that the characteristics or qualities which the factory manager desires in a fuel are not unlike the characteristics which you desire in almost any article that you may purchase. When you purchase

something, you want it to be dependable, comfortable, controllable, presentable and economical, and when a factory manager selects a fuel, he wants it to have all these qualities. It is very apparent that only two of the fuels which are now competing in the industrial field can meet these specifications. These two are city gas and electricity.

The electric industry has had a marvelous development and as a result there have been built up several large organizations capable of adequately financing the research work required for the development of efficient electric equipment. Through this development, electricity as a heating medium has, in my opinion, obtained credit for certain superiorities, which are not inherently a part of the heating medium, but are rather the result of the application of engineering knowledge.

If an equivalent amount of money, engineering knowledge and care is expended in the application of city gas to a given industrial heating process as is ordinarily expended in the effort to accomplish the same result by electric heating, it is my belief that equally as good results can be obtained with city gas with far greater economy.

House Heating in Vancouver, B. C.*

Efficiencies of hot water, warm air and Rector vacuum heating compared

John Keillor

Gas Engineer, B. C. Electric Power and Gas Company, Vancouver, B. C.

IN 1920 Vancouver Gas Company established in Vancouver, B. C., a permanent Gas Heating Department, a branch of the New Business Department. Previous to this we installed a number of experimental gas heating installations and as a result of these experiments we definitely made up our minds that heating buildings with manufactured gas in our gas area was thoroughly practical and that we would proceed to develop this new branch of the business aggressively. Equipped as we were with several years' experience of the various types of gas heating plants on the market and their comparative efficiencies in actual use, our first step was to select and install in the company's showroom a permanent display of six standard types of gas heating appliances (see photograph). These comprised the following:

1. Hot water gas-fired boilers, automatically controlled.
2. Warm air furnaces, gas-fired, automatically or hand controlled.
3. The improved vacuum system (Rector), hand controlled.
4. Gas steam radiators, vented.
5. Armco iron radiators, vented.
6. Gas radiant fires of selected types.

Inspecting Appliances

We invited architects, heating engineers, contractors and the general public to inspect these appliances.

We appointed an experienced engineer, specially trained in the science of gas heating, whose whole time was spent interviewing architects, heating engineers, contractors, advising them which of the six standard types of gas heating plants was best suited for various buildings. He also prepares plans and estimates, writes contracts, assists in the supervision of the installations and assists in the training of the district salesmen in gas heating engineering. We regard gas heating engineering as a highly specialized branch of our sales department. The sales, selection and installation of appliances for heating buildings calls for skill and experience not second to the skill and experience required in the sale, selection and installation of industrial appliances.

With the six types of gas heating devices enumerated above we can successfully install gas heating plants in any kind of building, residences, stores, garages, churches, etc., buildings with basements, buildings without basements, buildings requiring the entire gas heating plant in use at one time or buildings requiring only a section of the plant in use at a time and buildings requiring a flexible type of central heating plant, etc.

All of our installations are vented. We refuse to install any type of gas heating appliance that is not vented and we have the co-operation of the city building inspector in enforcing this rule. We use urastone pipe for venting and for the vacuum system. It is impervious to rust and is easier installed than iron pipe.

* Delivered at the 1926 Annual Convention of the Canadian Gas Association, Montreal, Canada.

Central Heating Plants

Three of the six types of heating plants referred to we regard as central heating plants and sell them as such in competition with coal, wood and oil burning plants. They are:

1. Gas-fired boilers, automatically controlled.
2. War air furnaces, gas-fired, automatic or hand controlled.
3. The improved vacuum system, hand controlled.

Each represents a distinct and separate type of central gas-fired heating plant. There are locations applicable to all three types. With these we can apply gas heating to almost any building, large or small. There is a distinct field for each of the three types and without the three our line would be incomplete. A study of the relative efficiencies of these three types of gas heating plants would be an interesting subject for a paper on gas heating.

We recommend to clients whichever type of plant, in the opinion of our experts, is best suited for the buildings to be heated. In some cases we recommend two types in the same building. In buildings where there may be apartments over stores, we we recommend in some cases hot water heating by gas-fired boilers for the apartments and the vacuum system for the stores on the ground floor, each store having control of their own part of the vacuum system. The gas used in each store is separately metered.

Vacuum System

In other locations we recommend a combination of vacuum system and gas fires. In every case where the two systems have been installed in one building the operating cost for gas is less than if all hot water heating or all hot air heating had been used.

A salesman can very easily make a costly mistake by recommending for a building the wrong type of gas heating plant.

Salesmen who have been accustomed to selling gas ranges, hot plates and water heaters are not qualified to sell central gas heating plants unless they receive special training in gas heating engineering.

We do not allow our district salesmen to decide the type of plant to be installed. They must collaborate with the head of the gas heating department and be guided by him. Too much risk is involved in allowing unskilled district salesmen to make these decisions. I believe the initial work of many gas companies in this country has been rendered ineffective by unskilled selection of plant.

Choice of System Left to Skilled Men

It is of vital importance to the ultimate success of a gas heating department that these decisions be made by a man skilled in this work. For example, in our climate we would regard it as poor gas heating engineering if a salesman was to recommend hot water or steam heating in a garage or certain type of building where flexibility of operation is the first consideration. A garage with a showroom in front and a mezzanine floor office may want heat in the office long before they want it in the showroom or garage. Obviously it would be wasteful to install hot water heating in such a building, no matter whether coal, oil or gas fuel was used. To light up the boiler and heat all the water in the system just to heat up the office or the office and the showroom long before heat was required in the garage or workshop would be sheer waste. The same remarks apply to a church and to stores where the utmost flexibility of operation is essential. We find we can heat such buildings with the more flexible vacuum system for about one-half the cost of hot water heating.

Our fitting department installs all plants and services them when required. We guarantee satisfactory operation. Our customers have no doubt about the plant operating properly. We install it so that it does function properly and if anything goes wrong we fix it. Customers can call our service department any time, day or night.

The Rate

For all heating plants other than hot water boilers we sell gas for heating at:

☼ ☼ ☼ ☼

Investigate Gas Heating NOW
before Ordering
next winter's Fuel
GAS SERVICE
Gas fuel burns without waste. It leaves no dirt, dust or ashes.
Gas fuel for house heating can be automatically controlled, giving a uniform heat thruout the house.
Gas is applicable to any method of house heating.
Visit our house heating exhibit at 180 Remsen Street. Expert fuel engineers will gladly estimate now the cost of heating your home with gas next winter. Phone or write the Industrial Division.
Telephone: TRIangle 7500
The Brooklyn Union Gas Company

Gas Companies Are Now Preparing For Increased House Heating Business

75c per M. for the first 10,000 cu. ft.
60c per M. for all over 10,000 cu. ft.
Monthly consumptions.

For hot water heating the rate is 60c per M. for all consumption. All heating gas is measured through a separate meter and all users are required to sign a separate contract guaranteeing a minimum charge of 75c per month for seven months, October to April, inclusive, and 25c a month, May to September, inclusive. We charge a low minimum monthly rate to encourage the small users of gas for heating.

When we started to develop the heating business in Vancouver, B. C., a Pacific Coast city, we thought it would only be a seven months' a year business. We were wrong. We find some heating gas is used all year round.

Gas sold for heating last year was 11 per cent of the total sales. Average price for heating gas received per 1,000 cu. ft.—72c.

Summary of Sales

Following is a summary of last year's gas sales for domestic, industrial and heating purposes, the number and types of gas heating plants in Vancouver, etc.:

	Annual gas sales cu. ft.	Total sales %	No. of consumers	Average consumption per consumer per annum cu. ft
Domestic	478,683,000	68	22,922	20,900
Industrial	150,065,800	21	289	519,000
Hot Water Boilers	8,621,300	1	20	431,065
Vancouver Plants and Hot Air Furnaces	40,655,900	6	255	160,000
Other Heating Installations	28,216,700	4	924	30,500
	706,242,700		24,410	

There are altogether 1,199 separate gas heating installations of all types in Vancouver.

Total gas used for heating buildings last year was 77,493,000 cu. ft., or 11 per cent of the total sales. This is nearly all new business obtained in the last six years and we regard the results as very satisfactory considering the size of our city. We anticipate the percentage sold for heating buildings will grow rapidly. Each year the number of installations nearly double that of the year before and we have reached the stage when we now occasionally get an order for a warm air gas-fired furnace over the telephone.

Certain Changes in Methods Required

There are two kinds of gas companies today in the business, gas companies who sell gas appliances and gas companies who sell gas appliances and central gas heating plants. The gas companies who hope to sell successfully central gas heating plants in addition to gas appliances must radically change their selling methods and employ expert salesmen who thoroughly understand the heating business.

The development of the gas heating branch of the business in the past few years recalls the development of the gas cooking business thirty or more years ago. I remember then how hard it was to induce people to use gas for cooking. The general use of gas for heating, I believe, will develop faster than it did in the old days for cooking.

It has developed faster in Vancouver. It will develop faster than the cooking business did in any city if the gas company will only take the lead in their own towns and show the architects, heating engineers, plumbers, contractors and the public generally that gas can be sold for heating buildings on a large scale. I am not afraid that it will develop too fast. In Vancouver we are proceeding to take all the heating business at profitable rates we can get. We will deal with the winter peak bogey when it comes.

House Heating Business in Canada

In every city in Canada there is big unexplored territory to work in for gas heating business. In practically every basement there is a place for a gas heating system of one kind or another. The field for gas heating is larger than the gas lighting field ever was, larger than the field for domestic water heating; yes, larger than the industrial field in most cities.

It surprises me to find how little effort is being made in some cities to obtain some of this big business, especially in those cities where gas companies are losing or have lost the lighting business and now are losing a large amount of the cooking business to the electric companies. It was a realization that we had lost the lighting business in Vancouver years ago and that our own electric department had made a start to make inroads on our fuel business that gave us the urge if one were needed to go after gas heating business. And it seems to me that the greater the electric and oil competition for lighting and cooking in any city, the greater the need for the gas company to get in and develop the gas heating business and get into it energetically.

I do not admit that the electric people will ever get all our lighting or all our cooking business, but they are getting enough in some cities to make it imperative that we develop a heating business. Gas companies have nothing to fear if they scientifically develop the heating business. Gas heating is the biggest field they ever had to develop but it has to be developed courageously. Elctricity, if it ever comes, is a long way off; that is, for central heating plants. But the time for gas companies to get firmly established in this branch of the business is now.

Conclusion

I attribute the success so far of our local efforts to sell gas heating plants, principally to the following: That the management of our company and the

(Continued on page 224)

Why a Women's Section?*

How women can help in promoting the cause of gas

E. C. Scobell

President, Empire State Gas & Electric Association

I HAVE been asked to talk to you on "Why a Women's Section?" and I am glad to be here to do so for it is a subject that is both important and interesting. Women have had a place in the public utility industry for many years. You may be interested to know that twenty-odd years ago a woman, Miss Harriet Billings, was secretary of the National Electric Light Association. She served long and ably, and while she must now be a very old lady, I believe that she is still living and drawing her pension.

Women in our industry are increasing both in numbers and in the importance of their work. They have proved their worth in many ways, and some of them have risen by their own merit to executive positions of great responsibility. Others are working their way up and will arrive, just as surely as merit is bound to win recognition.

Women like yourselves, I believe, are taking their work more seriously than they did formerly. A job is no longer a stop-gap between school and marriage.

Utility Industry Offers Women Opportunities

Because women have shown themselves ready to work and learn, it has become a part of the policy of our industry to furnish every opportunity for the women in it to broaden their knowledge and to learn not only their own particular jobs, but also to learn about the industry and what public service is.

This policy is not very old. It is still in the formative stage, and it is up to you to prove its wisdom. No one else can.

It is the purpose of the companies to provide every possible opportunity for their women employees to increase their knowledge. By so doing they advance themselves, for they become more valuable to their companies, and to the industry as a whole.

That is the answer to the question in my title, "Why a Women's Section?" Your Women's Section, as I see it, embodies both opportunity and obligation. It is an organization for the study of our industry; for the collection of information and the dissemination of ideas; it is an agency through which the ambitious woman will be helped in her upward progress. It is not an elevator upon which you can step and expect to be carried to the top.

The establishment of the Women's Section is in line with the development of the public utility industry. Its maintenance will cost both time and money. They will be well spent if you do your part well and wisely. To do so is an obligation that rests upon yourselves.

Appeal to the Newcomer

The Women's Section should reach the girl who has just come into the industry as well as those who have been in it for some time, for one of its chief functions must be to give the women in the companies a vision of their work beyond that of their individual tasks. It must teach them to see themselves in relation to the whole of public service, and that is a big thing, much bigger than any individual or job.

You may ask why a stenographer, for instance, need concern herself with public utility regulation, or economics, or finance, or rates. The more she knows about these things, the more understanding and intelligence she will bring to her work and the more valuable she will be to herself because she will increase her value to her company. Some day an executive will need a secretary, let us say, and she will be picked because she will have made herself highly eligible. I am assuming, of course, that she wants to advance and is not content to remain always a stenographer, or file clerk, or whatever it is she started in at.

This is, perhaps, a crude example, but it points the kind of service the Women's Section can be expected to deliver, among other things.

It is often difficult to see the forest for the trees. In an industry like ours, with its vast detail, its innumerable contacts and ramifications, it is all too easy for the individual to become submerged in his or her routine. This is true all up and down the line, and it requires definite effort to get out of the rut.

Agency for Exchange of Ideas

Your Women's Section should be a potent leaven. For it should be not only an agency for the study of the industry and the broadening of vision, but for the development of new information and the exchange of ideas among the women of the various companies. These are some of what I may call the intra-mural purposes of the Women's Section. There are others that will come when you are prepared to carry them forward.

One of the major problems of the public utility industry today is that of public relations. We are in the truest sense of the word Public Servants. We exist to serve the public and we exist to prosper only because our service is useful—more useful than anything else that might take its place. We are not monopolies, though we are commonly so thought of, for both gas and electricity have competition. Coal, kerosene, steam; even candles and wood can produce light and heat. People use our service because it is better, safer, cleaner, more efficient than any substitutes, and for no other reasons. Not only must we keep it so, but we must first deserve and then earn

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* Delivered at the Second Annual Meeting Women's Section, Empire State Gas and Electric Association, Niagara Falls, N. Y., June 10th and 11th, 1926.

the confidence and good-will of our public. Without these no utility can call itself successful.

In the past a great many public utilities earned public dislike and mistrust, chiefly because they maintained complete silence. They were attacked by politicians and others as grasping monopolies and they made no effort to defend or explain. Remnants of this mistrust remain, and it is only by continuing and unremitting effort that we can abolish them.

Public Utility Has Nothing to Hide

The public utility of today has nothing to hide. It is an honest business. It is, furthermore, regulated and supervised by the state, throught the Public Service Commission. Every company must file reports with the Commission and these reports are open to the public.

All of which, so far as the public is concerned, means pretty nearly nothing. The public does not take the trouble to examine records, and we cannot expect it to. We can only expect to win the attention of the public by telling people, repeatedly, accurately, truthfully, about ourselves. And in the degree that we are able to make our message interesting, to that degree only shall we win public confidence. We deserve it, but it must be earned.

In all public relations work we are dealing with intangibles. No one can buy good will. No one can buy confidence. They must be worked for, and when they have been won, they must be held. To do this two things are essential.

The first must be done by the utility, in terms of good service and reasonable rates. The companies know this, and there are very few that are not trying to do it.

Better the Service More Need for Publicity

It is a paradoxical truth that the better the service of a utility, the greater the need to tell the public about it. In the old days, when lights might go out at any time, there was a certain wonder and appreciation when they worked steadily all evening. We have reached a point where lights do not go out, or gas fail. The result is that our customer, quite naturally, takes this flawless service for granted. It has become a commonplace, and he thinks of it only on the rare occasions when it does fail, or when a political issue, usually government ownership or rate reduction, is stirred by the politicians and cranks.

There is no reason why our customers should give much thought to us unless we provide reasons for their thinking. They have a good many other things to think about.

But it is only by making the public understand our industry that we can achieve lasting success. A utility company constantly requires new capital to extend its service as the community develops. New capital can be attracted only if those who may invest in our securities are assured of a reasonable return. This means that our rates must be adequate. If thev are not, we cannot earn the reasonable return, new capital will not be attracted, the company cannot extend its service to meet increasing demands or even maintain it, and there is deterioration all along the line.

Unfriendly Community Dangerous to Utilities

An unfriendly community can starve a company to death with rate-wars, and with unreasonable rules and regulations. Many cities, for example, still make their street car companies pay for paving the street between the tracks, on the theory that the horse car horses wore this strip out. They did, but there have been no horse cars for twenty years. This is what I mean by an unreasonable regulation.

We believe, as I have told you, that we deserve the confidence and good-will of the public we serve. We believe that modern utility service is a vital part of modern life, and that we contribute notably to the comfort and well being and efficiency of the community. But all the virtues in the world will not win friendship unless the party of the second part, in this case the public, is aware of them. This is the reason underlying our public relations work, and I tell you in all seriousness that I believe the public relations work of our industry is the most essential and the most valuable work that is being done, for without sound public relations our whole structure is built on sand.

What Women's Section Can Do

Your Women's Section can become a potent factor in the public relations work of our industry.

First it must organize and educate you, within the companies, by serving as a forum for the discussion and presentation of ideas among yourselves. It must equip you with knowledge of the problems and purposes, the duties and obligations, the needs and the ideals of public utilities.

Women make up the vast majority of our customers. It is the women who use the gas stove and the vacuum cleaner, the water heater and the electric iron.

You, when you are properly equipped, can be of very great value to the industry in dealing with these customers of ours. You have the woman's point of view; you know what will interest her and why; you know what she wants and expects. You have, in many cases, a keener understanding and readier sympathy than men may be expected to have in such matters.

Field Is Tremendous

There is a tremendous field open to you, and it is a field that needs you. Home service work, demonstrations and talks, women's clubs, civic societies, local organizations of almost every sort—all of these can be your field, to the benefit of the public and of the industry in bringing about a clearer understanding of what public utilities are.

You may not know that New York State has the most highly developed gas and electric service in the country, and that means in the world.

The first central station ever established was in New York City, in 1882, when Thomas Edison started his little plant on Pearl Street. The second manufactured gas company in the country was also started in New York City, in 1823. Today our industry has something more than five million gas and electric meters serving the people of the State, and of these, four million are in homes. Our service is almost universal, and our production, both of gas and of electricity, is larger than that of any other state; it is larger than that of most European countries.

We are proud of this development, and jealous of our records of service. Your Women's Section, trained and equipped, can become a strong force both within the industry and as representatives of the industry to our largest group of customers.

You have, I believe, a notable opportunity. It will mean serious work and persistent work, with rewards commensurate with your efforts and the results they produce. The industry will be watching you, and I am sure you will find your companies ready to give you help and encouragement. What you do will depend entirely upon yourselves. I wish you all success.

Public Relations*

Maintenance of common community interest important

James B. Wootan

I KNOW of very little new to say on the subject of public relations. It seems to me it has been exhausted so far as talk is concerned. Personally, while I write a good deal about it, this is the first time in a long while that I have allowed myself to be lured into making a speech on the subject.

But happily public relations is not a matter of mere words. It is a system of conduct, a plan of action, a policy of business. It cannot be exhausted with talk. It is one of those things about which, as Theodore Roosevelt once said, "words are good and only so when backed by deeds." If we know of little new to say about public relations, we know that everything remains to be done about it.

No, that does not mean that nothing has been done. It means that this is the ever-old, ever-new, unending task of public service. It is the woman's work of the industry—ever begun, but never done. Public relations is the life-blood of the business, permeating the whole system. It is the four points of the compass. It is the whole harp of human emotions. As much remains to be done every day in the matter of public relations as there are impulses and passions in the human interest. It is the gamut of human conduct. It has all the diversities of popular opinion, all the shades, tones and desires of human love or hate, apathy or interest. It's as variable as the wind, as whimsical and vivacious as youth, as dull and inactive as age, "as fickle as a changeable dream," as staid and considerate as truth. It has the coquetry of sweet sixteen, the piquancy of post-graduation, the tolerence of maturity. Public relations is no one part or department of public service—it is the whole thing and as the sum of all the parts is greater than any one, so public relations surpasses in importance any single phase or factor of the gas industry or any other public service industry.

Much Progress in Short Time

I came up to Michigan for the first time in January, 1918, to do some public relations work for Consumers Power Company, and what was then Michigan Railway Company. As the result of a combination of circumstances into which it is needless to go, gas, electric and railway rates were insufficient to give the companies a fair return on the value of their properties. Other conditions of operation were unsatisfactory. Public sentiment was not as friendly as it should have been. The people did not know. We laid out a comprehensive program of educational publicity throughout the territory, continuing the work for a long period. The companies succeeded in getting some relief and improvement, but this was only a beginning. In but few of the cities did they dare ask for all the relief and co-operation they really needed and deserved. We felt it necessary to proceed on the beggarly principle that a part of a loaf was better than no loaf at all.

I recall—and so will some of the men in this convention today recall—that in many cases where mayors and other city officials felt we ought to have better rates and operating conditions, they took the position that they did not dare go all the way with us for fear of offending the people and, not only jeopardizing their own political fortunes—a poor tribute to their intelligence—but defeating any effort to give the company the needed relief.

That is a fair commentary on the state of public opinion only eight years ago.

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* Read at the 1926 annual meeting of the Michigan Gas Association.

GAS MERCHANDISING

Domestic – Industrial

Ideas for the Man Who Sells

William H. Matlack

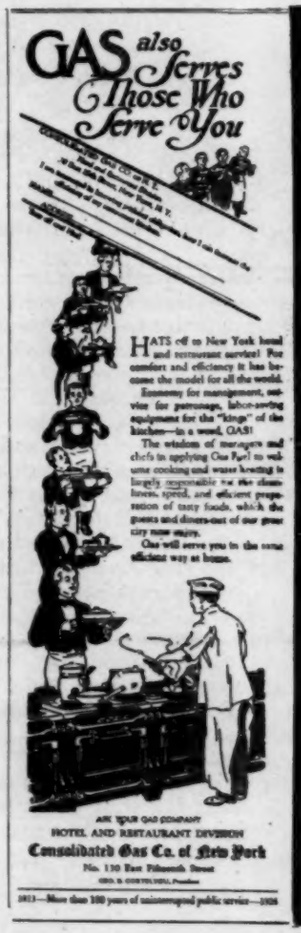
INTERESTING INDUSTRIALISTS

WHEN a gas company like, or we should say, near size of the Consolidated Gas Co., of New York goes in for expensive white space in the metropolitan newspapers it should have something to say, say it quickly and completely and have it done with, in just as little space as possible. That is just what the Consolidated is doing in the way of advertising gas to industrial users. The three recent advertisements on this page are laconic lessons for any gas company that may wish to popularize gas for industrial use. These advertisements tell, and tell quickly, what may be expected and what is now being accomplished by the use of gas. They are worthy examples of the progress the gas man and the advertising gas man are making and are worth study and a place in your scrap book. Compare them with some of the industrial advertisements of a few years ago, with those used in "the days when skirts were more than kilts," when any customer other than the domestic customer was labeled "commercial customer" and you will gain some idea of how rapidly the gas man has progressed.

A week or so ago we suggested the use of symbols in connection with all gas company advertising, telling how many companies had employed the holder as a symbol of service. The Consolidated has taken two or three steps farther and has employed the valve in the customer's factory as "The Symbol of an ideal factory fuel."

THE ART OF ATTRACTING PEOPLE

ACCORDING to authorities the "S" has it when it comes to the art of attracting folks. Sight, so they say attracts over 85 per cent of your customers. Your window display, your store display and your advertising all come under this head. Make them attractive. Change them frequently. Put some "reason why" in your advertising copy.


GAS also Serves Those Who Serve You
HATS off to New York hotel and restaurant service! For comfort and efficiency it has become the model for all the world.
Economy for management, service for patronage, labor-saving equipment for the "kings" of the kitchen—in a word, GAS!
The wisdom of managers and chefs in applying Gas Fuel to welcome cooking and water heating is largely responsible for the cleanliness, speed, and efficient preparation of tasty foods, which the guests and diners-out of our great city now enjoy.
Gas will serve you in the same efficient way at home.
ASK YOUR GAS COMPANY
HOTEL AND RESTAURANT DIVISION
Consolidated Gas Co. of New York
No. 130 East Fifteenth Street

Terse tales of gas well framed in costly white space. Here is a LACONIC lesson in advertising "The Fuel for today and tomorrow!"
The Symbol of an ideal factory fuel
Gas Service for industrial heating
It means complete control over one of your biggest items in production.
It means the end of waste in fuel consumption.
It permits the reclamation of valuable storage space, formerly given over to expensive boarding and boarding of solid fuels.
It affords the highest degree of accuracy in maintaining uniform temperatures and in directing heat exactly at the place where it is needed.
Consolidated Gas Co. of New York
130 East Fifteenth Street

In the Summer – of all times
You can do it much better with GAS
it's cooler
It's cleaner.
It's infinitely more convenient and efficient than any other kind of fuel.
Gas Is Concentrated Heat
It burns only at the time that YOU select for a particular job and responds accurately to temperature control. By conducting heat to the appliance and to the place where it is wanted, you can effect a real economy in your shops and increase the comfort of your workers.
Better working conditions always improve production. Give your men the best.
Consolidated Gas Co. of New York
130 East Fifteenth Street

As The Journal Views It

GAS SCHOLARSHIPS AT JOHNS HOPKINS UNIVERSITY

Within recent weeks notices have appeared in the form of advertisements in newspapers and in printed leaflets advising people of certain communities in the Southern and South Middle Atlantic States that the gas companies have undertaken to finance one or more scholarships in the Johns Hopkins University. These scholarships are intended for high school graduates who can pass the examinations and who are interested in gas. The scholarships are for a period of four years and the training that the prospective applicant receives is comparable with the best that is given to student engineers and chemists in the best universities of America.

This is a very interesting and commendatory undertaking and shows clearly the public spirit of gas companies and of the gas industry in general. These scholarships are not intended at all for employees of the gas companies, for whom other arrangements have been made, but they are for the youth who graduates from high school and who is unable, for financial reasons, to continue his studies in the university. Thus, the gas industry is here turning its efforts entirely to promoting the general welfare of the community by furthering its educational activities.

It is, of course, not a new procedure in our country. Many scholarships are endowed by industrial concerns and by philanthropic individuals, but to those who have always considered the gas company as a heartless corporation, entirely concerned with just one aim—that of accumulating large revenues and paying large dividends—this must come as a most pleasant surprise. To those, however, that know the gas industry, there is nothing really astounding in this movement. It shows, of course, that the gas industry has developed considerably since the early days after the great war. It indicates unquestionably that the leaders of the industry are men of far vision and broad views; that they are ready at all times to encourage expenditures that will promote the general welfare of the community and only incidentally that of the gas enterprises.

This activity is far more than one of good-will. Rather is it an effort to improve the material and spiritual welfare of our country. It is the kind of an undertaking that goes far towards combating socialistic and radical influences that still persist in trying to break down the industrial structure under which we live. Such enterprise on the part of the gas industry is far more effective than coercive measures, for against it there can be no argument of interested action. There can surely be no one who can honestly doubt that the endowment of these scholarships is an altrustic deed, one that benefits the recipient most markedly and truly honors the donor.

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MAKING FRIENDS FOR GAS

While members of the gas organization have their special duties to perform, while they may be essentially concerned with making the gas, selling it, serving customers or performing a thousand and one different tasks, nevertheless their basic duty is to make friends for the gas service and for the gas company. It is on the proper fulfillment of that duty that the future of the gas industry really rests.

At a recent meeting of a state gas association, the president of a large southern gas company took this subject for his address and laid special emphasis on the significance of this part of any gasman's work. He described rather succinctly the spirit that used to prevail in the gas industry with that which prevails at the present time. It is quite a development, as he indicated, from the time when the gas industry actually did not want business and did not care whether it had a friend or not, to the present day where every effort is not so much primarily to get business as to make friends.

It stands to reason that when the community served by a gas company is largely composed of friends of the company, they will be glad to do business with it and will try in every way to make as great use as possible of the service that it offers them. If the consumers on the other hand are un-

friendly, they will use as little gas as possible, and no matter how small their bill may be, will complain as loudly and as ardently as they can against the company that serves them.

It is therefore the duty of every gasman to see to it that the gas company is continually making friends and keeping them. In his work he should always analyze every situation that arises with a gas customer by the formula, what will make this man or this company a better friend. There are innumerable ways in which friends can be made for the gas companies and any number of these will be found active every day, but the general formula will apply whether it is in answering a complaint or in connecting a meter or in asking payment for an overdue bill. Each and every task of the gasman can be carried out in such a fashion and with such tact and good common sense that the customer will leave satisfied and convinced that the gas company is a first-class organization, one with whom it is a pleasure to do business and one who has his best interests at heart.

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PUBLIC RELATIONS

(Continued from page 217)

Adequate Rates Required for Adequate Service

That thing could not happen today on anything like a large scale, for knowledge has displaced ignorance. Today the people know they must have adequate service and can get it only as their public servants get adequate rates and terms of operation, and nowhere more than in Michigan are those public officials who have to do with public service companies more alert to the conservation of this great principle of mutual interest. I doubt if there is an official of any importance in this state today who could be persuaded to believe that he was serving or pleasing his constituency by denying to a gas company or any other public service company that which the company must have in order to serve the community as it must be served. The test of the success of this new order is that today so many public officials, it not the people, demand as one of the duties of a public service company that it shall see to it, so far as it can, that its rates are at all times sufficient to give the company a fair return on a fair value of its property, thereby enabling it to maintain adequate service without interruption. Wherever that is not demanded somebody is falling down on his job.

Essentials to Industrial Growth

In population Michigan ranks seventh among the states, in industry fourth if not third. Adequate gas and electric power and transportation, together with other such essential factors, make that possible and the people know it. The American people as a whole realize today that American industrial supremacy is due largely to the fair freedom that has been given to private initiative in the development of public service industries in contrast with the paralyzing influence of paternalism abroad.

The gas industry is prosperous and popular today because, like other public service industries, it is conducted in strict accordance with the fundamental principle of mutual interest as between company and community on which every such industry is built. Any trouble this or any other similar industry ever had may in the end be laid to the neglect or violation of that principle. For let us be sure of this, that in no sphere of life can fundamental principles be violated with impunity.

Maintenance of Common Interest

Any message I have to leave with this convention, with the gas industry as represented here, is simply a suggestion that it proceed with its present policy and program of public relations, namely, the impression and maintenance of this principle of mutual interest, this intermingling of the rights and obligations of company and community.

Just here I want to pay my respects to the exceptionally fine quality of service which the American Gas Association is rendering to the industry and to the public in all of its public relations work. The Association is helping companies to interpret abstract principles and policies in concrete results. I think the great laboratory at Cleveland conducted under the direction of the industry is a good illustration of this.

And speaking of laboratories, it seems to me that the more laboratory work the individual company can do, the better. Of course, there is no class of business which today is doing as much as the public utility, not only to raise the standard of its service, but at the same time to help its customers get the largest possible advantage out of its service. More and more it is important that the people be kept informed of this research, laboratory and educational work being done in their own behalf, for you know in the public utility business the value of information.

People like to feel that there is a spiritual side even to industry. We recall the hackneyed old phrase of "a corporation without a soul." Well, now, if there is such a thing as a corporation having a soul, here it is in this insistent, restless determination to help the people get the largest possible advantage out of the service of the company.

Correct Aim At Beginning

The work of public relations started out in the right direction. It aimed at truth and justice and common sense. Say who you will about the power of bunk—and we must admit it is a power—the people do recognize and welcome truth and common sense when properly presented to them. Anyone who has dealt much with public opinion knows that the majority of people are fair when informed, though they may be not only unfair, but dangerous when uninformed or misinformed. Here is a business rooted in popular favor. It derives its rights to exist from the people. It must keep going back to them with

(Continued on page 222)

INDUSTRIAL GAS LESSONS

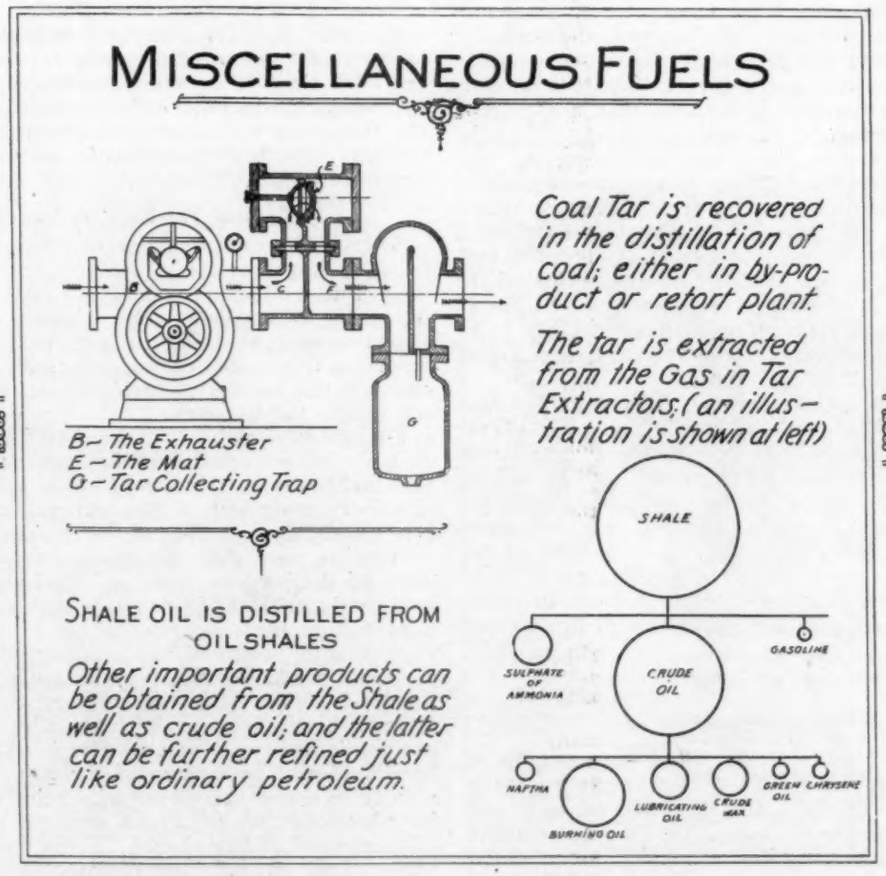
IF IT'S DONE WITH HEAT — YOU CAN DO IT BETTER WITH GAS

Lesson No. 135

Combustion

Miscellaneous Solid and Liquid Fuels

There are still a number of miscellaneous solid and liquid fuels which should be discussed before taking up the gaseous fuels. One of these is the coal tars, which are more or less liquid substances that are obtained in the distillation of coal and other carbonaceous material. As is well known, tar is the starting point in the manufacture of a number of important chemicals, such as benzol, toluol and naphthalene, from which very complex products are made, mainly synthetic dyes, perfumes, drugs, photographical chemicals and the like. It is a fact, however, that only a small part of the tar obtained from coals is worked up into these products and, in fact, not all of the tar recovered is put to any useful purpose at all. It is also true that tars do not contain so much of the aforementioned ingredients as heretofore, due to the fact that they are removed from the gas itself. Coal tar is used to a certain


MISCELLANEOUS FUELS
B – The Exhauster
E – The Mat
G – Tar Collecting Trap
Coal Tar is recovered in the distillation of coal; either in by-product or retort plant.
The tar is extracted from the Gas in Tar Extractors; (an illustration is shown at left)
SHALE OIL IS DISTILLED FROM OIL SHALES
Other important products can be obtained from the Shale as well as crude oil; and the latter can be further refined just like ordinary petroleum.
SHALE
SULPHATE OF AMMONIA
CRUDE OIL
GASOLINE
NAPTHA
BURNING OIL
LUBRICATING OIL
CRUDE WAX
GREEN OIL
CHRYSENE

extent as a fuel but it cannot yet be said that its application for this purpose is extensive or important.

Shale Oil

Shale oil is another liquid fuel which, however, is of considerably more importance than the coal tars. Shale oil is derived from oil-bearing shales, a form of sedimentary rock, and it has been held that these shales will furnish considerable supplies of oil after the oil pockets themselves have been exhausted. There are very large deposits of oil shales all over the world and particularly in this country. Oil shales are brown or black in color and contain considerable amounts of organic matter, such as fossil plants and animals. It is this organic matter that yields nitrogen compounds and oil on distillation.

Shale Mined Like Coal

The shale is mined somewhat like coal. It is then crushed and fed into retorts or stills which are internally heated. There are a great many different kinds of retorts in which the process is carried out; some are continuous and others are intermittent; some are vertical, others horizontal or inclined; some are heated internally and others are heated externally.

The gases that are generated during the distillation of the shale are condensed, scrubbed, the refining operations being much like those that are carried out on petroleum. The main products that are obtained are gasoline, kerosene, lubricating oil, fuel oil and considerable quantities of combustible gases. The average yield of crude oil per ton of shale varies between 20 to 60 gallons. The shale oil industry is rather well-developed in Scotland and France, and there the nitrogen compounds contained in the shale are recovered in the form of ammonium sulphate. Thus the average yield of ammonium sulphate is 35 pounds per ton of shale, which means a nitrogen recovery of about 60 per cent.

As has been mentioned above, there are enormous deposits of shale in the United States. However, these deposits have not been worked in a commercial manner up to the present time, due mainly to the low price of petroleum and to the lack of proper shale mining and distilling methods. It has been figured on the basis of a yield of 42 gallons of oil per ton of shale, that over 700,000,000 tons of shale would have to be mined every year in order to duplicate the 1924 production of petroleum in the United States.

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(Continued from page 220)

the report of its stewardship. They have a right to know the whole truth. They have a right to the utmost candor. They are one party to a contract and that the party of the first part. That company which succeeds best in keeping its community informed the most, which by this tie of mutual interest binds itself and its constituency in the bonds of the most intimate relationship, succeeds best from every other standpoint.

Step by Step

This great work has developed by sequence, with an almost grim order of logic. Today customer ownership spreads like a green bay tree throughout the country. It is a climax, a part of public relations, yes, but a graduated part. It came in its day. There have been no anachronisms in this process of development. Customer ownership would have been impossible at an earlier day. It really was established by the Pacific Gas & Electric Co. on June 8, 1914, and for some time later was scoffed by many blind seers of the industry as a passing fad. But it could not have thrived two years before that. The stage was not yet set. The foundation of mutual understanding had to settle so that each part of the superstructure might be laid in order and supported when in place. Meantime the nightmare of municipal ownership was inevitably fading in the white light of a new day. Fact was crowding fiction to the wall. Men were coming to know the truth and the truth was making them free—free from ignorance, from prejudice, from class passion. It was getting harder and harder until now it is extremely difficult for political avarice to prey upon public credulity in the matter of the public's relations to public utilities. Reverting to some of our faithful old slogans of other days, the people were finding out for themselves that "a starved horse couldn't carry a heavy load," that "you can't eat your cake and have it at the same time," that "the power to regulate involves the obligation to protect," that "adequate service is the thing and that means an adequate price for the service," that "a public utility is a public servant, not a private football."

Cannot Yet Rest on Laurels

That is the nomenclature of the novice, the talk of the primary grade. We are up in the university now. But we haven't progressed to the point where it is safe to rest upon our laurels, where we can afford to take anything for granted. We still have before us this same ever-old, ever-new, never-ending task, on the successful performance of which hangs the fate of the industry.

The work of public relations, like charity, begins at home. The industries long ago recognized that fact and began to steep their officials and employees in this system. Out of this introspection came that magnificent development of the women's work. Only a dwarfed comprehension of the function and character of the business delayed it so long. But this in itself is the subject of a separate speech. It is enough here to say that no other phase of the industry's growth and progress has approached that of the women's work. Logical and simple enough, for so much of woman's life and comfort and happiness is inextricably interwoven with the life and service of the public utility. Whatever else it is, it is woman's handmaiden. The women of the industry find their affinity in this great sphere of service to which they have brought such an impact of power and grace.

In a word, what should be the public relations policy of the gas industry, of any other public service industry—what but this:

A never-ending determination to deserve and earn the confidence and good will of the people? That secures and conserves the fundamental principle of mutual interest on which rests the whole superstructure of public service—gas, electric or what not.

DOMESTIC SCIENCE DOES IT

"SHOWING folks how easy it really is to have the dinner cooking and at the same time be motoring miles away in the country" according to Miss Cephalie Lewis, Director of the home service department of the Southern Gas & Power Corporation, is the most productive work the home service department has to do. That each and every oven heat controlled gas range must be demonstrated in the home is also agreed upon by Miss Lewis and a part of her work with the southern properties of the company is to follow up the sale of each range and demonstrate it in the home. Yet she finds that at a public demonstration, where a greater variety of foods are cooked and where many women congregate, many questions come up that are not ordinarily asked when the demonstration is a private one in the home. On the other hand Miss Lewis' experiences have taught her that people who attend public demonstrations,—all said and done about "free eats,"—are 99 44/100% interested in new cooking methods and modern appliances and that the domestic science talk sells the oven heat control idea in the cities in the south. In this connection it might be well to say that Miss Lewis always serves the audience with samples of her cooking and punch in the summer or coffee in the winter months.

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PORTLAND HOME SERVICE DEPARTMENT SPONSORS LECTURES

ACCORDING to J. L. Hartog, of the Portland Gas and Coke Company, the Home Service Department of the gas company and the Home Economics Department of the Oregonian sponsored two afternoon lectures July 15th and 16th in the gas company's lower assembly room and model kitchen, on dietetics and oven canning.

Professor George E. Parker, Pacific Coast manager for the Kerr Glass Manufacturing Company, gave the lectures and demonstrations. On one afternoon he was assisted by Rose Bartlett of our Home Service Department and on the second afternoon by Jeannette Cramer, Home Economics Editor of the Oregonian.

There were about 75 housewives present at the Thursday afternoon lecture and over 200 Friday. Prof. Parker's demonstrations were very interesting and profitable. There was a unanimous request that another series of canning demonstrations be made by Prof. Parker early this Fall.

To advertise the lectures, about 1,000 special invitations were sent out to customers who had recently purchased gas ranges, a series of reader ads announcing the lectures were run in the daily papers, and Miss Cramer of the Oregonian broadcasted the invitation over KGW and also wrote of the proposed lectures in the Home Department of the Oregonian. One lady came 25 miles to hear the lectures. The cost of this work was very nominal, as Prof. Parker made no charge for his services.

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MODERN GIRLS ASKING FOR COOKING LESSONS

"TO make bread as good as mother's" is the desire of many young modern girls, according to Miss Kathleen Atkinson, director, Home Service Department, Providence Gas Company, Providence, R. I. After conducting a great many home service classes for women, she has deter-

Dinner is Cooking without Attention while Waiting for Dad
SERVICE
Enjoy the fresh air and sunshine of summertime. The gas range of today helps you realize more leisure hours.
Food is cooked quickly and thoroughly. Less time is spent in the kitchen.
With gas ranges equipped with oven heat control you simply set the regulator and go away. Your dinner will be ready just when you want it.
Complete information regarding this range or any other in which you are interested will gladly be given at the nearest Gas Office.
Gas Offices
Atlantic Avenue 2934
Bedford Avenue 324
Court Street 348
Fifth Avenue 421
Fourth Avenue 4721
Fulton Street 1024
Fulton Street 2069
Myrtle Avenue 630
Myrtle Avenue 1381
Remsen Street 176
Flatbush Avenue 1034
Elmhurst
86-08 Queens Blvd.
Jamaica
8567 164nd Street
Springfield
Springfield Blvd.
& East Gate Plaza
Telephone: TRIangle 7500
The Brooklyn Union Gas Company

The Regulated Gas Range Makes Cooking a Pleasure

mined that 65 per cent of the total number attending were young girls anxious to learn how to cook. They are girls from 20 to 30, soon-to-be brides and brides of a few years.

"The young girls are all enthusiastic," says Miss Atkinson, "for they come running in if they are the least bit late, quite out of breath for fear they will miss something. They all try the dishes demonstrated and work for the certificate we give to those completing the course.

"Take, for instance, the girl who came to our office one day recently and dramatically drew from her bag a carefully wrapped piece of bread. 'Taste it. What's the matter with it?' she demanded. We tasted and entered into a personally conducted lesson in bread-making.

"Soon after, she came in again and once more we tasted. This time she had improved but still there was something wrong. So we advised again and suggested that she join our classes as in the course of her visits she had told us that she was keeping house for her family while her mother was on a vacation, and said the family 'just couldn't stand for her cooking.' She became a constant attendant at our classes and declared that everyone was much happier because of better cooking."

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HOME SERVICE WORK FOR JULY IN CAPITAL CITY

WITH the thermometer's daily register hovering between 100 and 101, one would be led to believe "Home Service Work" in the kitchen would have to be suspended.

Not so, in our "alive organization," we have been having, all month, continued special demonstration work on sales floor, with a strong drive for "Heat Controlled Ovens," realizing unprecedented results. This has meant home cooked meals, enjoying with comfort, proper food at home. Housewives understanding as never before, the joy of "No trouble meals"; little heat with a minimum consumption of fuel, with this new device "Heat Control" on her gas oven.

We are convinced that today we have an all year round Gas Season.

I have taken care of the situation this month single handed, doing both the field and office work of my department. There were 104 calls from homes for instructions on new ranges. These I called on personally and started them on the right road to constructive handling of their new appliances.

I gave twenty home demonstrations on ovens; convincing the housewives their "troubles were only bubbles" when properly handled.

I made thirty-four adjustments; reported ten prospects which have already developed into sales.

Instructed sixteen housewives on floor and five over the phone.

Sent out by mail twenty menus of proper food combinations with recipes for same and answered twenty-five questions which were sent in by the consumers.

HOUSE HEATING IN VANCOUVER, B. C.

(Continued from page 214)

sales staff were themselves absolutely sold on the idea of gas heating.

That, we ourselves, had such confidence in gas heating that we installed gas heating in our head office and other branch buildings in the city.

That we have established a rate for gas for heating which enables us to compete with coal, wood or oil. The relative efficiencies of the various types of gas heating plants being emphasized.

That our gas heating experts are qualified to recommend the types of plant best suited to the buildings to be heated.

That we give efficient and courteous service after the plants are installed.

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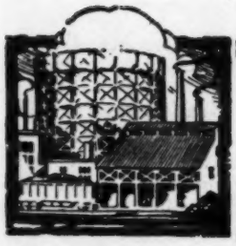
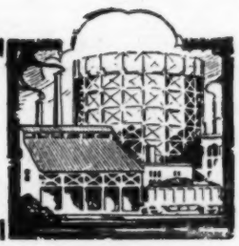
A NONAGENARIAN

Photo Shows the huge prismatic lens, now on exhibition at the Sesqui-Centennial Exposition, which has been in continuous service at the Navesink Lighthouse for ninety years. It is illuminated by three gas mantles, supplies a million candlepower and is visible from twenty to sixty miles, depending on atmospheric conditions.



NEWS OF THE GAS INDUSTRY



Fine Program Planned for Atlantic City

October Meeting to Be Addressed By Prominent Men

New York City.—The largest and best-appointed Pier in Atlantic City, a program based on the report of the Three-to-Five Year Program Committee, the world's largest exhibition of gas appliances and equipment, exceptionally fine section meetings, speakers of national prominence and authority—these are on the gas man's bill of fare at the Eighth Annual Convention of the American Gas Association, to be held in Atlantic City, N. J., October 11 to 15.

Having at its disposal for the first time a Pier of ample size to provide for the convention, the Association has made every precaution to insure the convenience of the members and their guests. The elimination of the reading of all printed reports in the general sessions, and short and snappy meetings will do much to keep the interest of the gas men at high pitch when they gather to determine again the policies of the manufactured gas industry, the progress made and to be made.

General Theme Same As Last Year

Based on the vital findings of the Three-to-Five Year Program Committee, which reported at a recent meeting of the Executive Board and Advisory Council of the American Gas Association, the general theme of the meeting will tie-in closely with that of last year. A Convention Program Committee functioned for the first time in A. G. A. history this year, and the speakers are of the highest type and subjects to be presented by them are of the utmost importance to every gas man and extremely vital to the future of the entire industry.

A preliminary program has been announced, the high spots of which are outlined below. Final programs wil be distributed at the registration desk in Atlantic City, and an itemized program will appear in the American Gas Journal the middle of September.

The General Sessions will be held in the Hippodrome on the Million Dollar Pier. This meeting-room is larger than any used before. It is well-ventilated, well-lighted, and has splendid acoustic properties.

First General Session

After the President's Address,, by Harry C. Abell, Electric Bond and Share Company, New York, N. Y., and the usual routine matters, the first general session, Tuesday, Oct. 12, offers two addresses on significant subjects by men .capable of treating their topics authoritatively. Dean Ralph E. Heilman, School of Commerce, Northwestern University, Chicago, Ill., will call the member's attention to "Economic Advantages of the Gas Industry as Related to Its Competitors," and Edward S. Jordan, President , Jordan Motor Company, Detroit, Mich., will present "National Advertising for the Gas Industry and the Manufacturers of Gas Appliances."

Dean Heilman needs no introduction to the A. G. A., as his treatises and papers on the gas industry's problems have long been regarded as important. Mr. Jordan, in talking on advertising—probably the most vital problem facing the industry at the present time—will be able to compare the advertising of his own company with the advertising of other companies and industries. Jordan advertising was and is a decided innovation in advertising, as a perusal of the national magazines will show.

McCarter Medal Presentation

At the second general session, schedule for Wednesday, October 13, the presentation of the McCarter and A. G. A. Meritorious Service Medals will be made. Those who attended the convention last year will recall that the presentation of these medals was one of the high points of the entire meeting.

Four addresses on subjects of importance are also on the program for this session. Philip Cabot, Harvard Graduate, School of Business Administration, will talk on "Selling All the Gas That Should Be Sold in the Home." Mr. Cabot has spoken before gas conventions and meetings before, and his message is always a timely one. Touching on the domestic load, as he will, his topic is one that no one can afford to miss.

"The Gas Industry and the American Manufacturer," is the title of an address to be given by James R. Allen, of the International Harvester Company, Chicago, Ill. The growth of the industrial gas business has been little short of phenomenal, probably greater than that shown by any other industry, and the A. G. A. members will hear from Mr. Allen just what the manufacturer thinks of gas.

Public's Measure of An Industry

David Lawrence, well-known journalist and political writer, and publisher of The United States Daily, is to speak on "The Public's Measure of An Industry." The subject is a general one, but the address will be specific—Mr. Lawrence will help solve the meaning of that most inclusive statement, public relations.

"Perfecting Service and Safety," will be the subject presented by Geo. K. Burgess, director, Bureau of Standards, Washington, D. C.

C. S. Reed, Rate Consultant, American Gas Association, will speak on "Building a Rate to Build the Business."

All the General Sessions will be two hours in length.

Sectional Meetings

The sectional organizations of the Association have been particu-

larly active in the past year, and the programs to be presented will be the most interesting and comprehensive ever offered to the members of the individual groups. Due consideration has been made, in outlining the programs, to provide for those who wish to attend more than one section meeting. Announcement of the program will be made later.

The Exhibition, which is always the chief drawing card at the annual meeting, will, this year, be the world's largest display of gas appliances and equipment. (Details of this were published recently in The American Gas Journal.)

The entire Million Dollar Pier will be at the disposal of the gas men, with the exception of the villa and Italian garden of Captain Young, owner of the Pier. In the past, A. G. A. conventions have all shown remarkable growth over previous years, but the 1926 meeting will establish an unprecedented record. The Association has been forced to take care of record-breaking demands for space for the Exhibition and provide additional meeting rooms; the only solution was the leasing of the largest Pier Atlantic City could offer.

Entertainment Features

While first and foremost attention is given to the business sessions and exhibits, there is ample assurance that the entertainment program will prove equally attractive during those hours not devoted to the business of the convention.

Harold Leonard's Waldorf Astoria Orchestra will furnish musical delight for the dancers, and all who have heard this orchestra, either at the hotel or over the radio, will agree that Mr. Leonard and his men can give genuine entertainment. All the entertainment features have not been divulged at present but announcement will be made at the same time the program is published. No tickets will be sold or required this year, following the practice adopted in 1925. It has been decided that the registration fee will be sufficient to cover all entertainment expenses. Admission to all functions, entertainment or otherwise, will be by convention badge.

The registration fee for members will remain the same as last year, namely, $2.00. However, the fee for non-members has been increased to $3.00.

Reduced fare privileges have been granted to A. G. A. members and their immediate families. Identification certificates required for this purpose will be mailed from A. G. A. Headquarters on or about September 15.

To those members of the A. G. A. who have attended conventions in the past, the announcements concerning this year's meeting must certainly arouse some very pleasant anticipations. The excellence of the program, the entertainment features, the large exhibition—all are indications that the Eighth Annual Convention of the American Gas Association will far exceed those conventions held in years past, both in point of attendance and importance to the industry.

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J. W. West, Jr., Appointed Secretary, Commercial Section A. G. A.

John W. West, Jr., has been appointed secretary of the Commercial Section of the American Gas Association, effective September first. Mr. West succeeds

John W. West, Jr., New Secretary, Commercial Section, A. G. A.

Rupert L. Burdick, who has resigned to enter the printing business in New York City.

Mr. West has been a member of the A. G. A. Headquarter's Staff since January 1, 1925, acting as service engineer, secretary of the Accident Prevention Committee and secretary of the Commission on Asphyxiation and Resuscitation. For the past two months he has been actively engaged in promoting the Blue Star Plan, the latest undertaking of the Commercial Section. Previous to his connection with the American Gas Association, Mr. West was a staff member of the Virginia Corporation Commission.

In commenting on the appointment, Harry C. Abell, president, American Gas Association, says, "We are sorry to announce the resignation of Mr. Burdick, because his has been a valuable contribution to the work of the American Gas Association. However, we feel sure that Mr. West will carry to successful completion the many projects of the Commercial Section, and will make these projects of the greatest importance to the entire industry.

"Mr. West's previous training, both before he became associated with the A. G. A. and after, has been such that it will prove of great value to him in his new work. Having had actual selling experience, he will be able to grasp the problems of the industry and apply practical solutions. Mr. West is known to a great many gas men, and his appointment will be well received by all."

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Western U. S. Gas & Electric Co. Reports Earnings

New York, N. Y.—Net earnings from operations of the Western United States Gas & Electric Company for the year ended July 31 showed an increase of $432,876 over the corresponding period last year. The gross earnings of the company were enhanced $731,930, bringing the total gross earnings for the year up to $6,479,474. Net earnings available for common dividends of the Massachusetts Gas Company's subsidiaries during July amounted to $295,999 as compared with $204,874 in the corresponding month a year ago. Earnings for seven months period totaled $2,732,860, against $1,644,254 in the same period in 1925.

American Gas Association to Move Offices

New York, N. Y.—The American Gas Association has announced that it plans to move its headquarters from 342 Madison avenue, New York City, to the Graybar Building on Lexington avenue on or about May 1, 1927.

In its new headquarters, due to their accessibility to the hotels, the Association will be in a position to secure convenient living accommodations for out-of-town visitors to its meetings and conventions, and suitable rooms for dinners, large committee meetings, or any other transient activities and functions for which it does not need to take permanent space.

The fact that the gas industry is growing rapidly, the consequent expansion in the activities of the six sections of the association, and the increased activity shown by its members, are what made this move to more commodious and central quarters imperative. The various undertakings of the association, such as the blue star plan, industrial research, the appliance testing laboratory, etc., are becoming so important that the present quarters are too crowded.

Add to these activities of the American Gas Association the facts that the steady expansion of plant and distribution facilities during 1925 enabled the 984 gas companies in the country to connect 403,000 new customers to their lines, making a total of 10,600,000 customers as of December 31st, last year, and that the total population served by the gas companies is now in excess of 52,000,000, and it is obvious why the association is seeking larger quarters in a building more centrally located than any other in New York.

Greensboro Gas Company to Erect Building

Brownsville, Pa.—The Greensboro Gas Company is completing plans for the erection of a three story office building.

The building will measure 40 by 90 feet and will be a modern fireproof structure. Construction will start as soon as the architect's plans are completed and the contracts let.

The space in the present building has been inadequate to handle the volume of business transacted through this district making the immediate erection of the new quarters necessary.

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Seeks Gas Franchise in Bryan, Texas

San Antonio, Texas.—An application has been made to the City Commission of Bryan, Texas, by J. A. Germany of Dallas, for a gas franchise in the city for both natural and artificial gas. The application was presented to the commission recently by City Attorney F. L. Henderson and was referred to City Manager J. Bryan Miller for investigation, with intructions to make a written report on same at the next meeting of the commission.

Lone Star Gas Co. to Increase Its Production

Dallas, Texas.—Production capacity of the Lone Star Gas Company will be increased 20 per cent by the latter part of November by tapping the Panhandle field, according to R. A. Crawford, vice-president of the company. The present production of the company is 100,000,000 feet per day, the estimated peak production needed for next winter is 175,000,000 and tapping the new wells will give the company a capacity production of 200,000,000 feet a day—considered a safe margin on the right side.

Much progress already has been made on the company's $6,000,000 development program, Mr. Crawford reported. The pipe line between Wichita Falls and Vernon is being laid at the rate of a mile per day. The line will extend across the southwestern line of Oklahoma and go into Shamrock, Wheeler County, from the southeast.

"Natural gas available in Wheeler, Gray and Carson Counties of the Panhandle will take care of our needs for an indefinite period," Mr. Crawford said. "We will continue to use gas from West Texas, Oklahoma and Petrolia fields."

Gas will be furnished Childress, Acme, Quanah, Chillocothe, Vernon, Electra and Iowa Park when the new line is finished. This can be done and the company will still have sufficient production to care for the needs of Dallas, Fort Worth and other North and West Texas cities already being served.

Gas Co. of Augusta Breaks Sale Records

Augusta, Ga.—The business enjoyed here by the Gas Light Company of Augusta, which is owned by the Southern Gas & Power Corporation, during the past four weeks is the largest in the history of the local office, according to W. Fred Eve, Jr., district commercial manager. Mr. Eve says the introducing of the "Show Room on Wheels" is one reason for the large increase in business. The new display truck used by the Gas Light Company here affords the opportunity of taking the various items in the store to the homes where they can give a complete demonstration and in this way it is more convenient to the housewife or mother, as it is not necessary to dress and make a trip to the store in order to pick out their range, water heater, etc.

Four weeks ago the company's new truck made its debut here. The Georgia Ramblers, Augusta's popular orchestra, composed of young boys, rode over the city, playing wherever there was a crowd. This attracted considerable attention, according to Mr. Eve, and the next day the Gas Light Company began a water heater campaign. The truck and sales forces of the company called on various homes in the city and at the end of six days had sold 81 water heaters.

Gas Companies in New York to Merge

Albany, N. Y.—The Mohawk Hudson Power Corporation today made application to the Public Service Commission for authority to acquire all or more than 10 per cent of the common stock of the Troy, N. Y. Gas Company.

There are outstanding 75,000 shares of no par vaue common stock of the Troy Company. The Mohawk Hudson Company, in its petition, says:

"An agreement, subject to the approval of this commission, has been entered into covering at least 75 per cent of the common stock of the Troy Gas Company, to be exchanged for said stock of the Mohawk Hudson Power Corporation as follows: For one share of the Troy Gas Company common stock there will be issued 5/6 of a share of the 7 per cent cumulative preferred stock and one share of the common capital stock of the Mohawk Hudson Power Corporation with provisions for purchase and sale of fractional shares of said preferred stock at 1.05 per share.

"That your petitioner owns a majority of capital stock of various corporations supplying gas and electricity in the territory adjoining that served by the Troy Gas Company and that the acquisition of this stock by the petitioner will assure the fullest use of facilities under its control and those sought to be acquired, with corresponding benefit to the public.

Quigley Service Engineer for the Pacific Coast

New York, N. Y.—S. F. Murphy, Jr., well known among industrial plants on the Pacific Coast and in the Orient, has joined the Service Department of the Quigley Furnace Specialties Co., Inc., manufacturers of Hytempite, Acid-Proof Cement, Quigley Refractory Gun, Triple-A Solutions, etc.

Making his headquarters at San Francisco, Mr. Murphy will cover the entire west coast, California, Colorado, Texas, Utah, Oregon, Washington, Wyoming, British Columbia and the Orient.

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Contracts Awarded

The Gas Machinery Company has received order for materials for inclined benches of sixes to be installed in the gas plant at Mobile, Ala.

The retorts and settings and generator arches are to be of silica materials and are to be along the same lines as the first silica retorts and settings which were put in at Mobile in about 1910, when silica retorts and settings were just beginning to be used.

The Gas Machinery Company of Cleveland, O., is furnishing a seven valve automatic control to be installed with water gas equipment in the gas plant at Taunton, Mass.

The automatic control is installed for the purpose of operating on short cycles with great accuracy, producing uniform quality of gas, requiring less materials and labor, reducing the wear on apparatus and increasing the capacity of the set.

The Gas Machinery Company of Cleveland, Ohio, has received contract to furnish new purifying equipment to be installed in the gas plant at Claremont, New Hampshire.

The purifiers consist of three boxes of the steel type, complete with self-sealing covers, trays and tray beams.

The purifiers will be elevated on beams and columns provided with 12-inch gate valves and connections, including double seated reversing valves and hoist for raising and transporting the covers, and will be located adjoining the old purifier room.

The Gas Machinery Company of Cleveland, O., has received order to erect a five foot water gas set at Burlington, North Carolina.

The water gas set is provided with up and down run connections, floor, and other auxiliary equipment.

Binghamton Gas Employees Have Annual Picnic

Binghamton, N. Y.—The seventh annual picnic of the employees of the Binghamton Gas Works, and their families, was held recently at Ideal Park, Endicott, supper being served at 6 o'clock to more than 250 persons. A program of sports started at 2 o'clock. Due to the rainy weather it was necessary to hold the athletic events under cover, the entertainment being put on at the boat house pavilion. Following the supper, which was furnished by the company for all who attended, dancing was enjoyed.

The general chairman in charge of arrangements was F. F. Ingwall, superintendent of the company.

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New Quigley Agency

Allentown, Pa.—W. H. Taylor Co., of Allentown, has been appointed distributor for Quigley Furnace Specialties Co., Inc., of New York covering the Allentown territory for all Quigley products, including Hytempite, Acid-Proof Cement, Quigley Refractory Gun and Triple-A Protective Solutions, etc., which will be carried in stock.

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GAS USERS REFUSE METER DEPOSITS

Money Posted With Company Is Good Investment

Spokane, Wash.—More than half the customers of the Spokane Gas and Fuel Company have refused to accept the return of their $5 deposit on meters, it was recently found when M. W. Thernes, company secretary, made a check of the records.

"Not long ago, we wrote to all customers who had paid their bills promptly for one year and told them they could have back the $5 deposits they had made for meter service and could be served without having a deposit posted," said Mr. Thernes. "Far less than half of them would accept the return of the deposit.

"The reason is, many explained, that they get 8 per cent interest on the $5 cash deposit and they have just used the company as a savings banker. If they want to leave the deposit we are glad to keep it so we all are happy."